

The Effect Of Customer Service, Interest Rate Level And Guaranteed Sense Of Security On Customer Saving Interest At Bank Ntt Kcu Kota Kupang

Reinaldus Yohanes D Klau¹ , Novi Theresia Kiak² , Cicilia A. Tungga³

Development economics study program, Faculty of Economics and Business

Nusa Cendana University

Email: reynaldklau318@gmail.com

ABSTRACT

This research aims to analyze the influence of customer service, interest rates, and security guarantees on customers' interest in savings at Bank NTT Main Branch Office (KCU) Kupang City. This study uses a quantitative method with a descriptive approach. Data collection was carried out through the distribution of questionnaires to Bank NTT customers and data analysis using multiple linear regression. The results of the study show that customer service has a positive and significant effect on saving interest. Interest rates also have a significant influence, this shows that the higher the interest offered, the greater the interest of customers to save. In addition, the security guarantees provided by banks make a positive contribution to the customer's decision to keep their funds. Simultaneously, the three independent variables (customer service, interest rates, and security guarantees) have a significant influence on the bound variable (interest savings). The results of this study provide important implications for the management of Bank NTT to continue to improve the quality of services, provide competitive interest rates, and ensure security and trust in banking transactions. This research is expected to be an input for Bank NTT in improving service quality, providing competitive interest rates, and providing a sense of security and trust in banking transactions.

Keywords: Customer Service, Interest Rate, Security Guarantee, Savings Interest.

INTRODUCTION

Banks, as financial institutions, play a crucial role in a country's economy. As institutions responsible for collecting and channeling funds from and to the public, banks not only support economic growth but also contribute to national equality and stability. With their ability to collect and channel funds effectively and efficiently, banks serve as a key vehicle for improving people's living standards. One important aspect of banking operations is customer service (Triandaru et al., 2009).

Effective customer service contributes to increased customer loyalty, which in turn strengthens the bank's position in an increasingly competitive industry. According to Kasmir (2008), good customer service involves various efforts to provide convenience, comfort, and satisfaction to customers through the various products and services offered by the bank. This includes not only technical aspects such as speed and reliability of service, but also emotional aspects such as the friendliness and concern of bank staff in serving customer needs. However, in addition to service, another factor that is no less important in attracting customers to save at the bank is the interest rate offered (Kasmir, 2008).

Interest rates play a significant role in influencing customers' interest in saving. Competitive interest rates can encourage customers to save more actively, as they will

receive more attractive returns on their deposits. According to Sukirno (2011), the interest rates set by banks influence customer savings behavior. High interest rates are attractive to customers, as they will receive greater returns on their savings. Conversely, low interest rates can discourage customers from saving and encourage them to seek alternative investments.

other more profitable Sukirno, p. 375 (2011). In addition to improving service quality, banks also need to pay attention to interest rate policies as a strategy to increase interest in saving among customers. The combination of good service and competitive interest rates can be a determining factor in retaining and attracting more customers to save at the bank.

In an era of increasingly fierce competition in the banking industry, banks are required to continuously innovate and improve service quality to retain and attract more customers. Bank NTT, as one of Indonesia's regional financial institutions, faces similar challenges in maintaining customer loyalty and attracting savings. Two important factors believed to significantly influence customer interest in saving are the quality of service provided by the bank and the interest rates offered.

Observations and findings in Bank NTT's 2023-2024 Annual Report indicate several key issues facing Bank NTT. Bank NTT continues to strive to improve the quality of its customer service, including through the development of a digital-based banking ecosystem. However, challenges remain in ensuring that the services provided are truly effective in increasing customer satisfaction and loyalty. Problems can arise if the service provided does not meet customer expectations, which can lead to a decrease in customer interest in continuing to save at the bank.

The interest rate offered by Bank NTT is a determining factor in attracting customers to save. However, with interest rate fluctuations caused by macroeconomic conditions and monetary policy, banks need to ensure that the interest rates offered are competitive and able to attract customers. Problems arise when the interest rates offered are not attractive enough, causing customers to choose to save at other institutions or seek more profitable investment alternatives.

Bank NTT operates amidst intense competition from other banks, both regionally and nationally. This challenge requires Bank NTT to continuously innovate its products and services, as well as adjust its interest rates to remain competitive. The strategic challenge is how to integrate quality customer service with an attractive interest rate policy, thereby increasing customer interest in saving and strengthening the bank's market position.

From the information and data obtained, the researcher considers that overall, Bank NTT needs to find the right balance between service quality and interest rate policy in order to maximize customer interest in saving, increase loyalty, and overcome challenges in the banking industry competition. Based on the background of the problem, a study was conducted which is presented with the title "The Influence of Customer Service, Interest Rate Levels and Guaranteed Sense of Security on Customer Interest in Saving at Bank NTT Kupang City".

RESEARCH METHOD

This type of research is quantitative research because the data used in this study are in the form of numbers and analyzed using statistics. Quantitative research is a research method based on concrete data, research data in the form of numbers measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion (Sugiyono, 2019). The research approach used in this study is quantitative descriptive, because the data used in this study are in the form of numbers and analyzed using statistics. According to Sugiyono (2019) quantitative descriptive research is a method used to analyze data by describing or depicting the data that has been collected as it is without intending to make conclusions that apply generally or generalizations. Therefore, in order to obtain valid information and data, this study uses quantitative descriptive research. The analysis methods used in this study are:

Data quality test

1. Test Data Validity
2. Test Data Reliability

Multiple Linear Regression Analysis

Classical Assumption Test

1. Normality Test
2. Multicollinearity Test

Multicollinearity Test

Hypothesis Testing

1. Test Simultaneous (F Statistical Test)
2. Test Partial (t-Statistic Test)
3. Test Coefficient of Determination (r^2)

RESULT AND DISCUSSION

1. Data Validity and Reliability Test

Table 1 Data Validity Test

Variables	R Count	R Table	Information
Impact of Service (X1)	0.700	0.196	VALID
	0.725	0.196	VALID
	0.656	0.196	VALID
	0.601	0.196	VALID
	0.762	0.196	VALID
	0.681	0.196	VALID
	0.692	0.196	VALID
	0.598	0.196	VALID
	0.581	0.196	VALID
	0.589	0.196	VALID

Influence of Level Interest Rate (X2)	0.740	0.196	VALID
	0.844	0.196	VALID
	0.734	0.196	VALID
	0.799	0.196	VALID
	0.740	0.196	VALID
	0.797	0.196	VALID
	0.721	0.196	VALID
	0.677	0.196	VALID
	0.720	0.196	VALID
The Influence of Jamiman Sense of Security (X3)	0.780	0.196	VALID
	0.837	0.196	VALID
	0.838	0.196	VALID
	0.861	0.196	VALID
Interest in Saving (Y)	0.729	0.196	VALID
	0.799	0.196	VALID
	0.887	0.196	VALID
	0.795	0.196	VALID
	0.746	0.196	VALID
	0.758	0.196	VALID
	0.770	0.196	VALID

Source: Primary data processed by researchers, 202

Table 2 Data Reliability Test

Variables	Cronbach's Alpha	Information
Influence of Service (X1)	0.830	Reliable
Interest Rate (X2)	0.876	Reliable
Security Guarantee (X3)	0.891	Reliable
Interest in Saving (Y)	0.894	Reliable

Source: Primary data processed by researchers, 2025

Based on the validity and reliability test table above, the validity test was conducted by comparing the calculated r value of each statement item with the r table of 0.196. An item is declared valid if the calculated r value is greater than the r table. It can be seen that most variables have more than half of the valid items and with a Cronbach Alpha value of 0.98, the research instrument is very reliable and has very high consistency between statement items, so this instrument is suitable for further analysis.

In this study, only statement items that met the validity requirements, namely having a calculated r value greater than the table r, were used in further analysis.

2. Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression Test

Variables	Coefficient	T	Sig.
	2,303	3,464	.001
Customer Service	.097	4,625	.001
Interest Rate Level	.064	6,030	.001
Guaranteed Sense of Security	.084	3,045	.003

Source: Primary data processed by researchers, 2025

Based on the table above, it can be seen that the results of the multiple linear regression analysis for the Customer Service variable are 0.097, the Interest Rate variable is 0.064, and the Security Guarantee variable is 0.084, so that the regression equation model obtained is as follows:

$$Y = 2.303 + 0.097X_1 + 0.064X_2 + 0.084X_3$$

From the multiple linear regression equation above, it can be explained as follows:

1. The constant value of 2.303 means that if the variables Customer Service, Interest Rate and Security Guarantee are zero, then the Interest in Saving is 2.303.
2. The regression coefficient value for the Customer Service variable (X_1) has a value of 0.097, meaning that every 1 point of Customer Service will increase Saving Interest by 0.097 points.
3. The regression coefficient value for the Interest Rate variable (X_2) has a value of 0.064, meaning that every 1 point increase in the Interest Rate will increase Saving Interest by 0.064 points.
4. The regression coefficient value for the variable of Security Guarantee (X_3) has a value of 0.084, meaning that every 1 point of Security Guarantee will increase Saving Interest by 0.084 points.

3. Classical Assumption Test

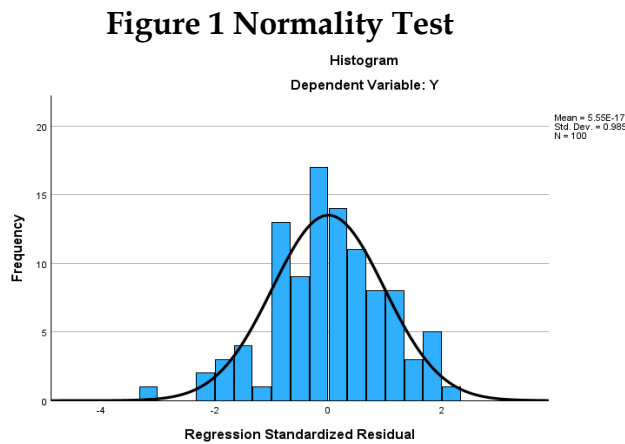
Data Normality Test

Table 4 Data Normality Test

One-Sample Kolmogorv-Smimov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.000000
	Standard Deviation	2.88955401
Most	Absolute	.057
Extreme	Positive	.027
Differences	Negative	.057
Statistical Test		.057
Asymp. Sig. (2-tailed)		.200
a. Test Distribution is Normal		
b. Calculated from data		

Source: Primary data processed by researchers, 2025

Based on the results of the Normality test, the significance value is $0.200 > 0.05$, so it can be concluded that the residual value is normally distributed. The following are the results of the normality test with a histogram:



The histogram graph above shows that the data is normally distributed because the graph is normal and does not deviate to the right or left. The normal plot graph also supports the test results with the histogram graph.

Multicollinearity Test

Table 5 Multicollinearity Test

Variables	Tolerance	VIF
Impact of service	.460	2,172
Interest rate level	.724	1,381
Guarantee of security	.451	2,219

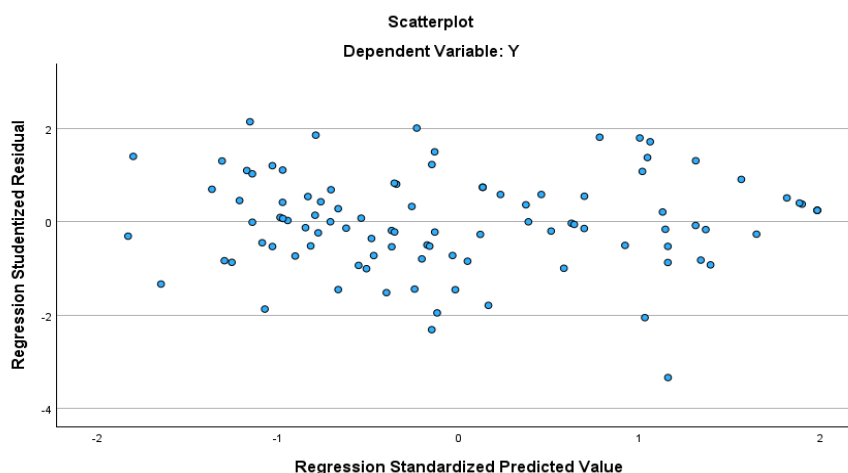
Source: Primary data processed by researchers, 2025

In this study, the multicollinearity test aims to determine whether there is a high correlation relationship between the independent variables of Service Influence (X1), Interest Rate (X2), and Security Assurance (X3) in the regression model that can interfere with the analysis results. It can be seen that the two main indicators used are Tolerance, namely a tolerance value below 0.10 indicates the possibility of multicollinearity, while a VIF (Variance Inflation Factor) value above 10 indicates the presence of high multicollinearity.

The multicollinearity test results show that all independent variables have a tolerance value above 0.10 and a VIF below 10. This indicates that there is no multicollinearity among the independent variables in the regression model. Thus, the regression model is suitable for further analysis.

Heteroscedasticity Test

Figure 2 Heteroscedasticity Test Results



Source: Primary data processed by researchers, 2025

The results of the Heteroscedasticity Test show that the scatterplot graph between SREISID and ZPRED shows a distribution pattern, where the points are spread randomly and are spread both above and below the number 0 on the Y axis. This can be concluded that there is no Heteroscedasticity in the regression model, so the regression model is suitable for use to predict the variables of the Influence of Customer Service, Interest Rates and Security Guarantees.

4. Hypothesis Testing

Partial Test (t-Statistic Test)

Table 6 Partial Test (t-statistic test)

Variables	T	Sig.
Impact of service	4,329	0.001
Interest rate level	5,822	0.001
Guarantee of security	3,155	0.003

Source: Primary data processed by researchers, 2025

The t-test was used to prove the hypothesis that customer service, interest rates, and security partially influence savings interest. The test is as follows:

1. The influence of services on interest in saving

Hypothesis statement:

H₀ : Nothere is an influence between customer service and interest in saving at Bank NTT KCU Kupang City.

H₁ :There is an influence between customer service and interest saving at Bank NTT KCU Kupang City.

H₀accepted if thitung < t tabel

H₁accepted if thitung > t tabel

The output results obtained thitung influence of service of 4,329 with t tabel value ($df = nk = 100-3 = 97$) is 1,985 and significance level (0.05). The significance level of customer service variable is 0.001, so it can be concluded that H1 is accepted and H0 is rejected because thitung > ttabel and for significance $0.001 < 0.05$. This means that partially the influence of service has a significant effect on customer savings interest at Bank NTT KCU Kota Kupang.

2. Interest rate on interest in saving

Hypothesis statement:

H0 : Nothere is an influence between interest rates and interest in saving at Bank NTT KCU Kupang City.

H2 :There is an influence between interest rates and interest saving at Bank NTT KCU Kupang City.

H0accepted if thitung < t tabel

H2accepted if thitung > t tabel

The output results obtained thitung interest rate of 5,822 with t tabel value ($df = nk = 100-3 = 97$) is 1,985 and significance level (0.05). The significance level of the interest rate variable is 0.001, so it can be concluded that H1 is accepted and H0 is rejected because thitung > ttabel and for significance $0.001 < 0.05$. This means that partially the interest rate has a significant effect on customer savings interest at Bank NTT KCU Kota Kupang.

3. guarantee of a sense of security regarding interest in saving

Hypothesis statement:

H0 : Nothere is an influence between guaranteeing a sense of security and interest in saving at Bank NTT KCU Kupang City.

H2 :There is an influence between guaranteeing a sense of security and interest saving at Bank NTT KCU Kupang City.

H0accepted if thitung < t tabel

H3accepted if thitung > t tabel

The output results obtained t count of security assurance of 3.155 with a t table value ($df = nk = 100-3 = 97$) is 1.985 and a significance level of (0.05). The significance level of the security assurance variable is 0.001, so it can be concluded that H1 is accepted and H0 is rejected because t count > t table and for its significance $0.003 < 0.05$. This means that partially the security assurance has a significant effect on customer savings interest at Bank NTT KCU Kupang City.

Simultaneous Test (F Statistic Test)

Table 7 Simultaneous test (F-statistic test)

Model	F	Sig.
Regression	79,946	<,001b

Source: Primary data processed by researchers, 2025

Based on the table above, the ANOVA table shows that F count is 79.946 with F table 2.70. That F count (79.946) > F table 2.70, while significant (0.001) < from alpha

at a rate of 10% or 0.05 so that the hypothesis can be concluded that H4 is accepted, meaning that the independent variables (the influence of service, interest rates and guarantee of security) have a positive and significant effect on the dependent variable (interest in saving).

Coefficient of Determination (r^2)

Table 8 Coefficient of Determination (r^2)

Model	R	R Square
1	.845a	0.714

Source: Primary data processed by researchers, 2025

Based on the results in the table above, it can be seen that the R Square value obtained is 0.714. which means, 71.4% of the variation in the dependent variable of customer savings interest at Bank NTT Kupang City, can be explained by three independent variables, namely customer service (X1), interest rates (X2), and Guaranteed Sense of Security (X3). Meanwhile, the remaining 28.6% is explained by other factors outside this research model. Meanwhile, the Adjusted R Square value of 0.705 indicates an adjustment to the number of predictor variables used.

Therefore, it can be concluded that the regression model used in this study has a high degree of accuracy in explaining customer savings interest. The three independent variables together have a significant influence, contributing 70.8% to customer savings interest at Bank NTT Kupang City.

DISCUSSION

Based on the analysis and various tests conducted, the next step is to discuss the data processing results. The variables examined in this study are Customer Service (X1), Interest Rate (X2), Security Guarantee (X3), and Savings Intention (Y).

The influence of customer service on interest in saving

Based on the research results, variable X1, namely Customer Service, has a significant influence on Customer Savings Interest at Bank NTT Kupang City. This can be seen from the significance value (Sig.) which is smaller than 0.05, which is 0.001, as well as a positive regression coefficient value of 0.450. This indicates that the better the customer service provided by Bank NTT Kupang City, the higher the customer's interest in saving. The significant influence of customer service on customer savings interest can be explained by several factors. First, good customer service can increase customer satisfaction and build customer trust in the bank. When customers are satisfied with the service provided, they will be more likely to save at the bank. Second, good customer service can also increase customer awareness of the importance of saving and managing finances well.

In this study, the regression coefficient value for the Customer Service variable was 0.450, indicating that every one-unit increase in customer service would increase

customer savings interest by 0.450 units. Thus, it can be concluded that customer service has a significant and positive influence on customer savings interest at Bank NTT Kupang City.

This research is in line with previous research according to Kasmir, (2008) which states that service is an important indicator in influencing customer satisfaction and decisions to use banking services.

The Influence of Interest Rates on Interest in Saving

Level Interest rates are one of the factors that influence customer interest in saving at Bank NTT Kupang City. Based on the research results, variable X2, namely the Interest Rate Level, has a significant influence on Customer Interest in Saving at Bank NTT Kupang City. This can be seen from the significance value (Sig.) which is smaller than 0.05, namely 0.001, as well as the positive regression coefficient value of 0.384. This indicates that the higher the interest rate offered by Bank NTT Kupang City, the higher the customer interest in saving.

The significant influence of interest rates on customers' savings intentions can be explained by economic theory, which states that interest rates are one of the factors influencing customers' decisions to save. The higher the interest rate, the greater the return customers receive on their savings, thus making them more inclined to save. In this study, the regression coefficient for the Interest Rate variable of 0.384 indicates that every one-unit increase in the interest rate will increase customers' savings intentions by 0.384 units.

NTT City BankKupang needs to pay attention to competitive interest rates to increase customer interest in saving. Competitive interest rates can be an effective marketing strategy to increase the number of customers and increase customer interest in saving at Bank NTT Kupang City. Therefore, Bank NTT Kupang City needs to conduct market analysis and monitor the interest rates offered by other banks to determine competitive and attractive interest rates for customers. Based on the results of statistical tests, namely the t-test of $5.822 > 1.984$, with a Sig. level. = $0.001 < 0.05$, which means that the Interest Rate Level has a significant effect on Saving Interest. This finding is in line with what Mankiw, (2012) said that interest rates are the main factor that influences saving decisions because they are a form of compensation for postponed consumption.

The effect of a sense of security on interest in saving

Security assurance is one of the factors that influence customer savings interest at Bank NTT Kupang City. Based on the research results, variable X3, namely Security Assurance, has a significant influence on Customer Saving Interest at Bank NTT Kupang City. This can be seen from the significance value (Sig.) which is smaller than 0.05, namely 0.003, as well as a positive regression coefficient value of 0.255. This indicates that the higher the security assurance provided by Bank NTT Kupang City, the higher the customer savings interest.

The significant influence of security assurance on customer savings intentions can be explained by customers' need for security and trust in depositing their funds

in banks. Customers want to feel safe and confident that their funds will be managed properly and securely by the bank. Therefore, Bank NTT Kupang City needs to pay attention to security and trust aspects in providing services to customers, such as by providing a sophisticated security system, conducting strict monitoring of customer transactions, and providing transparent information about bank policies and procedures.

Thus, Bank NTT Kupang City can increase customer interest in saving by providing a high level of security. This can be achieved by improving service quality, enhancing system security, and educating customers about bank policies and procedures.

NTT City BankKupang needs to prioritize security and trust aspects in its marketing and customer service strategies to increase customer interest in saving. A sense of security also influences customers' decisions to save. The sense of security referred to here includes the security of the banking system, protection of customer funds, and trust in the stability and credibility of the bank. If customers feel confident that their funds are safe, they will be more comfortable and encouraged to save more. Based on the results of the statistical test, namely the t-test of $3.155 > 1.984$, with a Sig. level = $0.003 < 0.05$, which means that the guarantee of security also has a significant effect on Saving Interest. This finding is in line with what was said by Kotler and Keller (2016) that trust is an important factor in building long-term relationships between companies and consumers. In the banking context, security assurance is part of a relationship marketing strategy that functions to maintain loyalty and increase the intensity of customer transactions.

Based on the results of the research and discussion that have been carried out, it can be concluded that variables X1 (Customer Service), X2 (Interest Rate), and X3 (Guaranteed Sense of Security) have a significant influence on Customer Savings Interest at Bank NTT, Kupang City.

The theory used in this study suggests that good customer service, competitive interest rates, and a high sense of security can increase customer interest in saving. The results of this study support this theory and demonstrate that these three variables have a significant influence on customer interest in saving.

In practice, the results of this study indicate that Bank NTT Kupang City needs to consider these three factors to increase customer interest in saving. Good customer service can increase customer satisfaction and build trust in the bank. Competitive interest rates can be an effective marketing strategy to increase customer numbers and stimulate interest in saving. A high level of security can increase customer trust and make them feel secure in depositing their funds with the bank.

NTT City BankKupang can increase customer interest in saving by addressing these three factors, improving service quality, offering competitive interest rates, and providing a high level of security. Therefore, Bank NTT Kupang City needs to prioritize these three factors in its marketing and customer service strategies to increase customer interest in saving and enhance customer loyalty.

CONCLUSION

Based on the research results and discussion, the following conclusions can be drawn:

1. Customer service significantly influences interest in saving. Fast, friendly, and professional service has been proven to build customer trust and comfort, thereby increasing their desire to save at Bank NTT. This demonstrates that service quality is a crucial factor in shaping customer loyalty and interest in bank savings products.
2. LevelInterest rates significantly influence interest in saving. Customers tend to be more interested in saving if the bank offers a competitive interest rate. Interest rates are a key consideration in financial decision-making because they provide direct economic benefits to customers.
3. A sense of security also significantly influences interest in saving. The sense of security provided by the bank, whether in terms of transaction security, data protection, or institutional stability, influences customer perceptions and comfort in saving their funds. Trust in a bank's security system is crucial to the sustainability of the relationship between customers and financial institutions.
4. Simultaneously, customer service, interest rates, and a sense of security significantly influence savings interest. These three variables complement each other and together form a crucial foundation for increasing customer savings interest. The model used in this study is able to explain most of the variation in customer savings interest at Bank NTT.

REFERENCES

- Al Sakinah, SN, & SS, VD (2022). ANALYSIS OF THE EFFECT OF INVESTOR SENTIMENT, INTEREST RATE, EXCHANGE RATE, AND CONTAGION EFFECT ON IHSG. *Contemporary Studies in Economic, Finance, and Banking*, 1(4), 603–616.
- Blanchard, O., & Sheen, J. (2013). *Macroeconomics; Australasian Edition*. Pearson Higher Education AU.
- Chotifah, YS (2018). Increasing interest in saving in Islamic banks through office channeling programs. *Journal of Finance and Islamic Banking*, 1(1).
- Dinatta, WAH, Muhammad, MI, Selbi, RA, Aksnabillah, RA, Murjono, HH, Petrus, B., & Suwandika, IA (2024). ANALYSIS OF MICRO TEACHING COURSES ON THE MASTERY OF FINANCIAL LITERACY AND DIGITAL LITERACY ON THE READINESS TO TEACH FOR ECONOMIC EDUCATION STUDENTS OF SEBELAS MARET UNIVERSITY. *Inspirational Education Essence*, 6(3).
- Faridah, N., & Kurnia, K. (2016). The Influence of Investment Decisions, Funding, Dividend Policy, and Interest Rates on Company Value. *Journal of Accounting Science and Research (JIRA)*, 5(2).

- FIRONICA, S. (2020). THE EFFECT OF SOCIAL CLASS, FEELING OF SECURITY, AND LOCATION ON INTEREST IN TRANSACTIONS AT BRI SYARIAH BANK (Study on the Community of Padang Nangka Village, Bengkulu City). IAIN BENGKULU.
- Ghozali, I. (2013). Analysis Application with SPSS Program. Semarang: Diponegoro University Publishing Agency.
- Kasmir, SEMM (2008). Banks and Other Financial Institutions (Revised Edition). Publisher: Rajawali Press.
- Kodrat, DS, & Herdinata, C. (2009). Financial management: based on empirical research. Graha Ilmu.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). Marketing Management 3rd edn PDF eBook. Pearson Higher Ed.
- Kristanto, JO (2018). The influence of service quality, product quality, and price on customer satisfaction at One Eighteenth Coffee. *Agora*, 6(1).
- Lovelock, CH, & Wright, LK (2007). Services marketing management. Jakarta: Indeks.
- Sukirno, S. (2011). Macroeconomics: Introductory Theory. Jakarta: Rajawali Pers.
- Mishkin, FS (2008). The economics of money, banking, and financial markets. Jakarta: Salemba Empat.
- Resmita, S., Rini, E., & Novie, AM (2023). THE EFFECT OF MONEY SUPPLY, INTEREST RATE (BI RATE) AND RUPIAH EXCHANGE RATE ON INFLATION IN INDONESIA. Baturaja University.
- Rinaldy, IM, Lubis, PH, & Utami, S. (2017). The Effect of Service Quality on BNI Mobile Banking Customer Loyalty in Banda Aceh with Customer Trust, Customer Satisfaction, Customer Commitment, and Customer Value as Mediating Variables. *Journal of Management and Banking Perspectives*, 8(3).
- Rosnani Said, RS (2020). Analysis of Makassar Investor Behavior on Decision Making in the Stock Market. Hasanuddin University.
- Sitinjak, ELM, Haryanti, K., Kurniasari, W., & Sasmito, WD (2019). Applied Financial Management: Financial Behavior, Personality, Business Valuation, & Individual Investor Investment Strategies.
- Sofyan, M. (2011). Analysis of the influence of per capita income, interest rates, money supply (M2) and inflation on the amount of savings in Indonesia.

- Sugiyono. (2019). *Qualitative, Quantitative, Combination, R&D and Educational Research Methods*. Alfabeta Bandung Publisher.
- Sukirno, S. (2011). *Macroeconomic theory introduction third edition*. Rajawali Pers, Jakarta, 90.
- Tjiptono, F. (2019). *Marketing strategy: principles and application*. Yogyakarta: ANDI Publisher.
- Warjiyo, P. (2017). *Monetary policy transmission mechanisms in Indonesia (Vol. 11)*. Center for Central Banking Education and Studies (PPSK) Bank Indonesia.
- Wirapati, BA, & Kusumawardhani, NAS (2010). Is ACFTA an Appropriate Strategy for Sustainable Poverty Reduction?: Evidence from the Decline in Savings Rates. *Bulletin of Monetary Economics and Banking*, 13(1), 75–106.
- Yunus, R. (2022). *THE ANALYSIS OF GOVERNMENT DEBT AND MACRO POLICY TOWARDS BUDGET DEFICIT IN INDONESIA 1980-2020*. Hasanuddin University.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. (1996). *Marketing Services*. New York: McGraw Hill. New York: McGraw Hill.